

**2019 Public Education Budget Proposal**

12/13/2018

**MISSION:** *To educate the public, businesses, policy-makers, and council members*

The proposed 2019 budget for public education is \$70,000, \$30,000 less than the 2018 budget. The budget allocation will cover education for the four sectors in the Communication Subgroup's mission statement. An overview of the proposed activities is below with additional description following.

<b>SECTOR AND OBJECTIVE</b>	<b>2019 BUDGET</b>
<b>1) Public/Policy-Makers</b>	
Education for general public via an Energy Lecture Series	\$20,000
<b><i>Other Suggestions to Be Discussed in 2019</i></b>	
<i>Education efforts identified by the Needs Assessment (via RFP)</i>	<i>TBD</i>
<b>2) Businesses</b>	
Education for farmers	\$5,000
<b><i>Other Suggestions to Be Discussed in 2019</i></b>	
<i>Education for facility managers and custodial staff</i>	<i>TBD</i>
<i>Education for real estate community/appraisers/lenders</i>	<i>TBD</i>
<b>3) Policy-Makers</b>	
EERMC Annual Report: printing & drafting costs covered in larger EERMC budget	-
Annual Education Event for the public & policy-makers (costs included as part of the Lecture Series cost estimated above)	-
<b>4) Council Members</b>	
Education provided through Consultant Team Scope of Work	-
<b>TOTAL</b>	<b>\$70,000</b>

## **PUBLIC**

Education for general public via Energy Lecture Series \$20,000

URI has historically hosted a semi-annual Energy Lecture Series for the general public through the URI Cooperative Extension Center. Each Energy Lecture included three to four presentations from faculty and energy experts, often with a robust discussion at the end. Attendance included students and members of the community from across the state, with each lecture drawing 50-150 audience members. In 2018, URI was unable to host the Energy Lecture Series due to lack of funding. In 2019, URI is seeking sponsors in order to revive the Energy Lecture Series. This presents a key opportunity to harness an established event in partnership with URI to reach the general public about issues that are important to the EERMC. The proposed budget amount would fund three Energy Lectures, including organizations and logistics by an Energy Fellow, presentations and discussion with at least three energy experts per lecture, accommodations and refreshments, outreach/marketing and assistance with the EERMC's Annual Public Education event.

### ***Other Suggestions to Be Discussed in 2019***

Education efforts identified by the Needs Assessment (via RFP) TBD

*By the end of Q1, the EERMC should be receiving results/findings from the Energy Education Needs Assessment. Ideally, the EERMC would then try to act on recommendations from this assessment via a competitive RFP process.*

## **BUSINESSES**

Education for farmers \$5,000

In 2018, the EERMC funded a URI Energy Fellow to develop an outreach strategy and lay the foundation for outreach to farmers about farm energy resources. Now with a strategy in place and a social media presence and network being actively cultivated, this funding will continue the momentum of connecting farmers with critical energy resources to reduce energy use and lower energy costs.

### ***Other Suggestions to Be Discussed in 2019***

Education for facility managers and custodial staff TBD

*In 2018, the EERMC provided full reimbursement for Building Operator Certification (BOC) for 20 facility managers. So far, the course has been well attended with good feedback from participants. However, one concern from entities is that the BOC course is too time-intensive, and more detailed than needed for typical staff that manage facilities (e.g. custodial staff). In 2019, the EERMC can fund a more concise course geared specifically to part-time facility managers and custodial staff that teaches the most important and easy efficiency improvements (such as via a specialized version of the Green Professionals Certificate from Urban Green Council). The proposed funding would cover both course development and tuition expenses for up to 30 people.*

*In 2018, the EERMC funding subsidized an introductory course for the appraisal community on how to appraise buildings with green features. The course attracted over 40 participants. In 2019, the EERMC can continue to sponsor education opportunities for the real estate community, appraisers, and lenders. The proposed funding amount can decrease participant costs for two courses.*

## **Policy-Makers**

EERMC Annual Report -

The EERMC's Annual Report is shared with Congress members every year. The overall EERMC 2019 budget has set aside \$1,000 for printing and mailing. The Consultant Team budget incorporates the drafting costs for this report.

Annual Education Event for the public & policy-makers -

In 2018, the EERMC hosted its first public education event at the VETS Auditorium. This event would also be supported in 2019, but much of the event coordination/logistics would be handled by URI or the Energy Lecture Series coordinator.

## **Council Members**

Education provided through Consultant Team Scope of Work -

Funding for council education (for example, annual retreat) is included in the consultant services budget.